- Centralized Electronic Media Campaign.
- Direct co-operative marketing with tour operators and wholesalers overseas.
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- Participation in Trade Fairs and Exhibitions.
- Optimizing Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Reinforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
- Launching of Road Shows in key source markets of Europe.
- Focusing on growth of hotel infrastructure particularly budget hotels.
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

Training for officials related with tourism

1292. SHRI R.P. GOENKA: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that a detailed scheme has been formulated to conduct special training programmes for various categories of people employed in the travel and trade, including the immigration and customs officials at major international airports, who come in contact directly with the tourists, so as to project a friendly image of the country; and

(b) if so, the details thereof including the appropriate category of professional consultants hired for the purpose, if any, and its present status?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) The Ministry of Tourism has launched the scheme of 'Capacity Building for Service Providers' (CBSP) under which training is imparted to both the organised and unorganised sectors of

tourism service providers, which includes people employed in the Travel Trade as well as Immigration and Custom officials at major International Airports. These training programmes are being organised by India tourism Offices, Institutes of Hotel Management, Food Craft Institutes, Indian Institute of Tourism and Travel Management and State Governments/Union Territories.

Development of tourism in Andhra Pradesh

1293. DR. ALLADI P. RAJKUMAR: Will the Minister of TOURISM be pleased to state:

(a) whether the Government have any plan to give a boost to tourism in the State of Andhra Pradesh;

(b) if so, the areas identified or chosen for development as tourist destinations;

(c) whether the State Government has also submitted various proposals for development to attract tourists; and

(d) if so, the details thereof and the action taken on these proposals?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) Yes, Sir. Development and promotion of places of tourist spots/interest is primarily undertaken by the State Govemments/UT Administrations themselves. However, the Ministry of Tourism, Government of Inida provides funds for development of different tourist places on the basis of field visits/consultation with the States/UT Administrations concerned.

(c) and (d) On the basis of proposals received, complete in all respects, from the State Government of Andhra Pradesh, projects worth Rs. 1019.50 lakh have been sanctioned during the current financial year.

Promotion of tourism in Nagaland

1294. SHRI T.R. ZELIANG: Will the Minister of TOURISM be pleased to state:

(a) whether Government have formulated a scheme to promote tourism in the State of Nagaland;